

Hospitality Management

The changing hospitality industry encompasses growing and varied employment and career advancement opportunities. This course prepares students for gainful employment and/or post-secondary training in the hospitality industry. Content provides students the opportunity to acquire marketable skills by examining the industry, exploring career opportunities and developing the interpersonal and technical skills.

Recommended Credits: 1-3*

Recommended Grade Levels: 10th, 11th, 12th

Course Code: 5026

Note 1: It was the consensus of both the business representatives and teachers involved in the drafting of standards that the current marketing course titled Lodging needed to be renamed Hospitality Management in order to keep abreast of emerging changes within this industry.

Note 2: *Standards to be completed for 1 credit are identified with one asterisk.

****A paid, credit-generating work-based learning component is recommended for advanced students for up to two (2) additional credits. This standard is identified by two asterisks.**

Hospitality Management

***Standard 1.0**

The student will explore the Hospitality Management Industry.

***Standard 2.0**

The student will analyze various career opportunities within the Hospitality Management Industry.

***Standard 3.0**

The student will analyze the function of economics as it relates to the Hospitality Management Industry.

***Standard 4.0**

The student will interpret ethical, legal, government and safety considerations in the Hospitality Industry.

***Standard 5.0**

The student will demonstrate interpersonal and employability skills required in the Hospitality Industry.

****Standard 6.0**

The student will examine marketing strategies utilized in the Hospitality Industry.

***Standard 7.0**

The student will demonstrate organizational and leadership skills.

***Standard 8.0**

The student will understand the importance of academic integration in the area Hospitality Management.

***Standard 9.0**

The student will review and analyze safety guidelines and regulations as related to Hospitality Management.

*****Standard 10.0**

The student will apply Hospitality Management principles in a work-based experience.

Hospitality Management

Course Description: The changing hospitality industry encompasses growing and varied employment and career advancement opportunities. This course prepares students for gainful employment and/or post-secondary training in the hospitality industry. Content provides students the opportunity to acquire marketable skills by examining the industry, exploring career opportunities and developing the interpersonal and technical skills.

Standard 1.0

The student will explore the Hospitality Management Industry.

Learning Expectations

The student will:

- 1.1 Analyze the history and evolution of the hospitality management industry.
- 1.2 Distinguish between the various divisions of hospitality management.
- 1.3 Research skills needed in the hospitality management career field.
- 1.4 Research biographies of hospitality field pioneers.
- 1.5 Demonstrate a knowledge of hospitality management terms.

Performance Indicators: Evidence Standard Is Met

The student:

- 1.1 Utilize current technology and resources to compare and contrast past and present industry practices and trends.
- 1.2 Researches the various types of hospitality management.
- 1.3 Role-plays the skills needed to determine the needs of various guests.
- 1.4 Measures the impact of customer service skills in the hospitality industry.
- 1.5 Utilizes hospitality management terminology in a role-play situation.

Sample Performance Task

- Prepare a research paper discussing the various types of hospitality management and how they appeal to customers' various wants and needs. Grading rubrics will include evaluating content, format, creativity and realism.

Integration/linkages

SCANS, Industry Standards, Foreign Language, Math, Computer Skills, Language Arts, DECA, Tennessee Hotel/Motel Association, American Hotel/Motel Association

Hospitality Management

Standard 2.0

The student will analyze various career opportunities within the Hospitality Management industry.

Learning Expectations

The student will:

- 2.1 Compare the organization structure of large and small hospitality management.
- 2.2 Examine various career opportunities within the hospitality management industry.
- 2.3 Assess educational and training requirements in the hospitality management industry.

Performance Indicators: Evidence Standard Is Met

The student:

- 2.1a Identifies organizational structure, and then outlines the structural and functional areas in a hospitality management establishment.
- 2.1b Examines the structure of a local hospitality management establishment.
- 2.2 Researches career opportunities within the hospitality industry.
- 2.3 Utilizes technology and resources to determine educational and training requirements.

Sample Performance Task

- Assemble organizational charts diagramming the organizational structure of the various departments in the hospitality industry.

Integration/linkages

SCANS, Industry Standards, Foreign Language, Math, Computer Skills, Language Arts, DECA, Tennessee Hotel/Motel Association, American Hotel/Motel Association

Hospitality Management

Standard 3.0

The student will analyze the function of economics as it relates to the Hospitality Management industry.

Learning Expectations

The student will:

- 3.1 Apply basic economic terms and concepts to the hospitality industry.
- 3.2 Analyze the impact of hospitality industry on the local and global economy.

Performance Indicators: Evidence Standard Is Met

The student:

- 3.1a Utilizes appropriate economic terminology in discussing the hospitality industry.
- 3.1b Compares and contrasts the different types of economic systems and hospitality standards within each.
- 3.2 Analyzes the growth and trends of the hospitality industry on the local and global economy.

Sample Performance Task

- Plan an event for the community and determine what impact it will have on the local economy. The evaluation will be based on creativity, design, organization, feasibility.

Integration/linkages

SCANS, Industry Standards, Foreign Language, Math, Computer Skills, Language Arts, DECA, Tennessee Hotel/Motel Association, American Hotel/Motel Association, Economics

Hospitality Management

Standard 4.0

The student will interpret ethical, legal, government and safety considerations in conjunction with hospitality standards.

Learning Expectations

The student will:

- 4.1 Evaluate the responsibilities involved in the employer/employee relationship.
- 4.2 Examine the value of ethical responsibilities as they apply to the hospitality management industry. (including green marketing and American Disabilities Act requirements)
- 4.3 Analyze current laws which govern the lodging industry.
- 4.4 Demonstrate safety and security practices used in the hospitality industry.

Performance Indicators: Evidence Standard Is Met

The student:

- 4.1 Communicates various individual work-related experiences.
- 4.2 Role-plays different situations involving ethical decision making.
- 4.3 Utilizes technical resources to research laws pertaining to the hospitality.
- 4.4 Develops scenarios involving safety and security procedures.

Sample Performance Task

- Create a hypothetical situation involving safety/security describing appropriate/inappropriate responses. Students select their 3 top choices. Using the top 3 winners, students will act out these scenarios. Evaluate the written assignment and the role-play based on creativity, completion and participation.

Integration/linkages

SCANS, Industry Standards, Foreign Language, Math, Computer Skills, Language Arts, DECA, Tennessee Hotel/Motel Association, American Hotel/Motel Association

Hospitality Management

Standard 5.0

The student will demonstrate interpersonal and employability skills required in the Hospitality Management industry.

Learning Expectations

The student will:

- 5.1 Apply skills needed for job application, job interview, advancement, and growth.
- 5.2 Utilize time management skills.
- 5.3 Demonstrate professional dress standards, grooming and image.
- 5.4 Demonstrate appropriate communication skills needed in the lodging industry.

Performance Indicators: Evidence Standard Is Met

The student:

- 5.1 Writes a resume and complete a job application.
- 5.2 Creates a script used for role-playing job interviews.
- 5.3 Keeps a date book and meet deadlines.
- 5.4 Critiques scenarios for appropriate and inappropriate communications skills.
- 5.5 Interviews personnel in the hospitality industry to determine the impact of image on customer relationships.

Sample Performance Task

- Role-play a mock interview for positions in the hospitality industry. The grading is based on preparation, dress and appropriateness of responses.
- Role-play communication and image scenarios.

Integration/linkages

SCANS, Industry Standards, Foreign Language, Math, Computer Skills, Language Arts, DECA, Tennessee Hotel/Motel Association, American Hotel/Motel Association

Hospitality Management

Standard 6.0

The student will examine marketing strategies utilized in the Hospitality Industry.

Learning Expectations

The student will:

- 6.1 Demonstrate necessary skills related to technology used in the hospitality management industry.
- 6.2 Examine approaches to the negotiation process.
- 6.3 Utilize primary and secondary data when assessing marketing structures.
- 6.4 Using marketing strategies, design a new concept for the hospitality industry.

Performance Indicators: Evidence Standard Is Met

The student:

- 6.1 Utilizes technical resources to research marketing strategies including areas of selling, promotion and advertising.
- 6.2 Applies a specific marketing strategy to a specific type of hospitality management.
- 6.3 Measures the success/failure of a chosen marketing strategy.
- 6.4 Designs a presentation to share the research findings.

Sample Performance Task

- "Open" a new hospitality management property. Grading will be based on completion of these areas: promotion, selling and advertising based on the determined target market. Presentation materials must be prepared and presented to the class members.

Integration/linkages

SCANS, Industry Standards, Foreign Language, Math, Computer Skills, Language Arts, DECA, Tennessee Hotel/Motel Association, American Hotel/Motel Association

Hospitality Management

Standard 7.0

The student will demonstrate organizational and leadership skills.

Learning Expectations

The student will:

- 7.1 Demonstrate involvement in DECA activities.
- 7.2 Develop leadership and communication skills through class-related DECA activities.
- 7.3 Becomes familiar with parliamentary procedure.

Performance Indicators: Evidence Standard Is Met

The student:

- 7.1 Selects at least three activities during the year in which to participate.
- 7.2 Tabulates hours of volunteer service to the community.
- 7.3 Practices leadership skills in a business meeting setting.

Sample Performance Task

- Students will plan, organize and implement a party for a senior citizens' home and conduct written surveys of residents' evaluation of the event.

Integration/linkages

SCANS, Industry Standards, Foreign Language, Math, Computer Skills, Language Arts, DECA, Tennessee Hotel/Motel Association, American Hotel/Motel Association

Hospitality Management

Standard 8.0

The student will understand the importance of academic integration in the area Hospitality Management.

Learning Expectations

The student will:

Language Arts

- 8.1 Write formally in reports, narratives and essays.
- 8.2 Read and interpret technical manuals.
- 8.3 Design oral presentations.

Social Science

- 8.4 Evaluate geographic, sociological and economic factors relating to the industry.

Mathematics

- 8.5 Apply algebraic formulas while solving problems.
- 8.6 Estimate probabilities and predict outcomes.
- 8.7 Read and interpret graphs, illustrating quantitative data.

Performance Indicators: Evidence Standard Is Met

The student:

- 8.1 Presents a written report.
- 8.2 Presents an oral interpretation of a policy manual's guidelines.
- 8.3 Gives directions correctly.
- 8.4 Prepares a report on a target markets' geographic range for a selected business.
- 8.5 Calculates discounts.
- 8.6 Analyzes a sales report (in graph form).
- 8.7 Utilize graphs in a presentation covering an aspect of the hospitality industry.

Sample Performance Task

- Develop and implement a demographic study on a selected target market.

Integration/linkages

English, Algebra, Sociology, Psychology, Government Industry Standards, SCANS, Marketing Education National Standards

Hospitality Management

Standard 9.0

The student will review and analyze safety guidelines and regulations as related to Hospitality Management.

Learning Expectations

The student will:

- 9.1 Complete a general safety test with 100% accuracy as related to Hospitality Management.

Performance Indicators: Evidence Standard Is Met

The student:

- 9.1 Prepare a chart documenting most workplace safety issues.

Hospitality Management

Standard 10.0

The student will demonstrate Hospitality Management Principles in a work-based learning experience.

Learning Expectations

The student will:

- 10.1 Apply principles of marketing and management to a work-based situation.
- 10.2 Integrate time management principles in organizing the student's schedule, including school, work, social, and other activities.
- 10.3 Evaluate and apply principles of ethics as they relate to the work-based experience.
- 10.4 Employ the principles of safety to the work-based experience.

Performance Indicators: Evidence Standard Is Met

The student:

- 10.1 Scores average or above on the employer performance evaluation.
- 10.2 Designs a plan to include his/her schedule of activities.
- 10.3 Records and assess workplace events based on their ethical implications.
- 10.4 Applies safety rules and regulations to the work site.

Sample Performance Tasks

- Compose and maintain a journal to include general work site experiences, time management planning, and evaluation of ethical behavior.
- Create a training manual for a new employee outlining the safety considerations for the job.
- Keep a report of wages and hours on the job.

Integration/linkages

SCANS, National Marketing Education Standards, Community Employers, Language Arts, Mathematics, Science

Suggested Resources

Area Chamber Partnerships, Vocational Advisory Committees

SUGGESTED RESOURCES

Hospitality & Tourism - An Introduction to the Industry, Robert A. Brymer, Kendall/Hunt Publishing Co.

Entrepreneurship and Small Business Management: Glencoe

Tennessee Hotel/Motel Association

Tennessee Hospitality Education Center

American Hotel/Motel Association, Washington D.C.

Opportunities in Hotel and Motel Careers, Shepard Henkin

VGM Career Horizons

Hospitality Management

MBA Research Materials